



BRAZIL MEDIA LANDSCAPE

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Country Overview

ONE OF THE WORLD'S TOP TOURIST DESTINATIONS

Overview of Brazil



CAPITAL
Brasilia

GDP
\$1.88 trillion

REGION
South America

POPULATION
211,049,519

GDP PER CAPITA, PPP
\$15,388

AREA
8,515,770 SQ.KM

Brazil gained independence from Portugal in the early 19th century. Today, Brazil is a democratic federal republic.

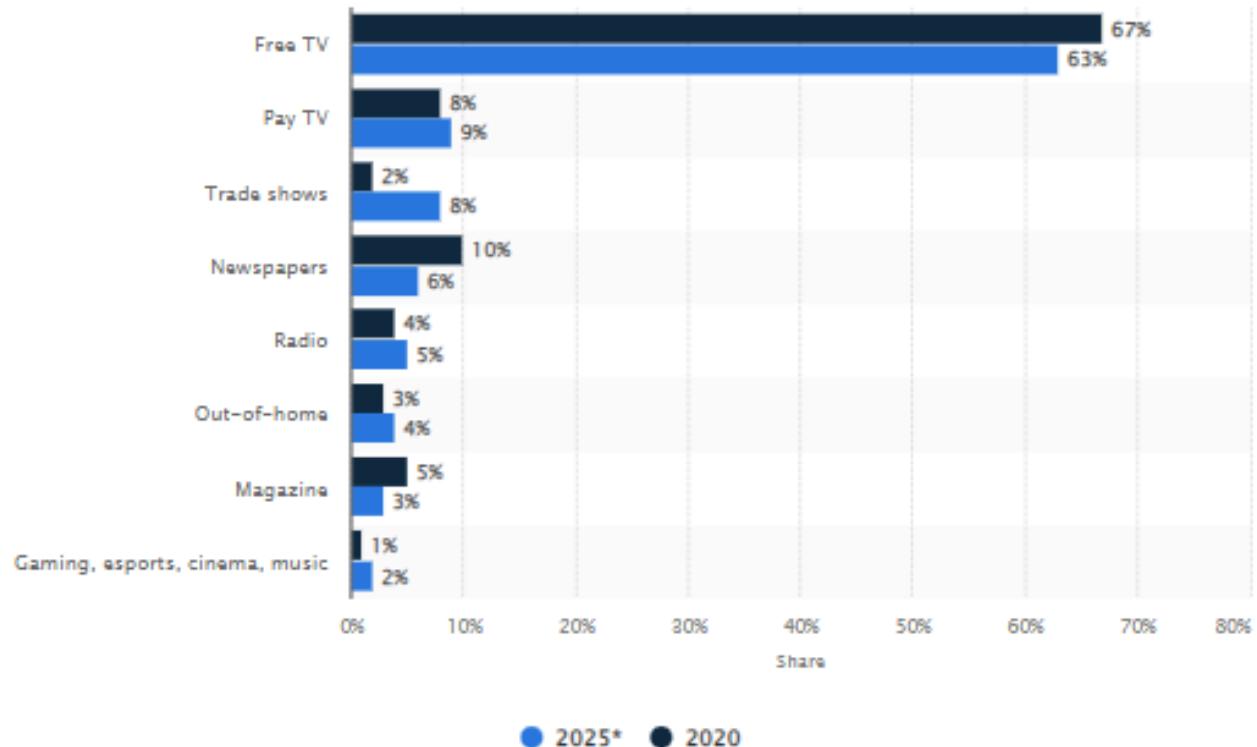
Rich with natural resources, Brazil's economy is active in the agricultural, manufacturing, mining and service sectors. The nation is a top producer in coffee production.

Brazil's culture draws from Portuguese, indigenous and African influences. Its music merges European and African elements. The sports-crazy nation loves football.

Media Consumption

MOST MEDIUMS HAVE HIGH REACH AND CONSUMPTION

Distribution of traditional media advertising spending in Brazil in 2020 and 2025



Reaches almost every Brazilian household



High internet penetration



Reputed titles that cater to the well-read classes

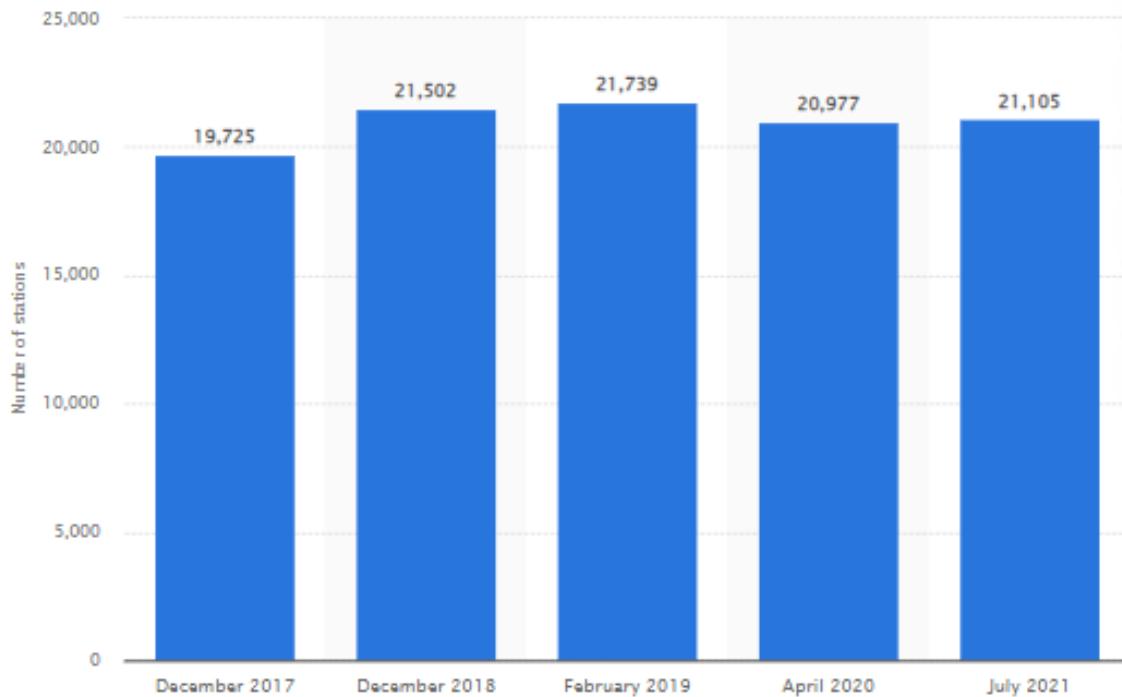


Especially effective in tier 2 cities and suburban areas

Television

THE DOMINANT MEDIA CHANNEL AND SOURCE OF INFORMATION

Number of TV stations in Brazil from 2017 to 2021



68 million households have a pay TV set in Brazil.

More than half of the advertising spend on brands, products and services is on TV.

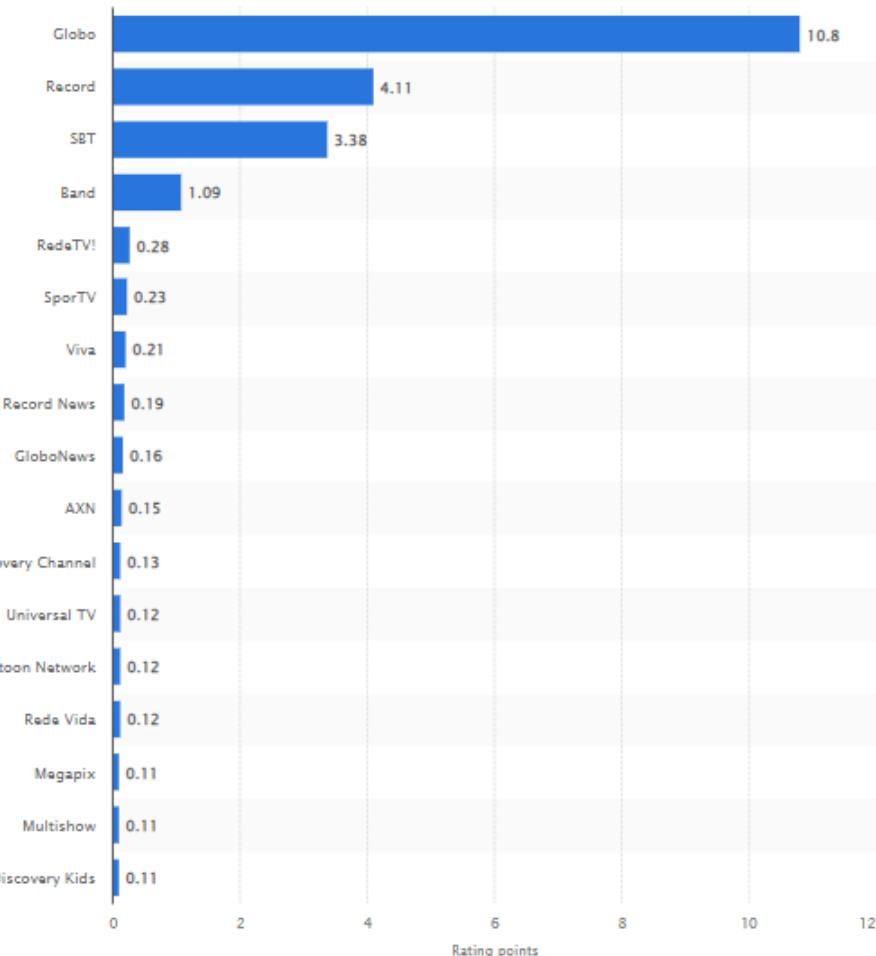
71% of Brazilians watch TV to be informed while 65% consider it a source for entertainment.

Brazilians spend 3.5 hours watching TV.

Television

THE TOP TV STATIONS IN BRAZIL

Most watched TV channels in Brazil in January 2022, by household rating



Globo TV
9.23 million viewers



SBT
3.89 million viewers

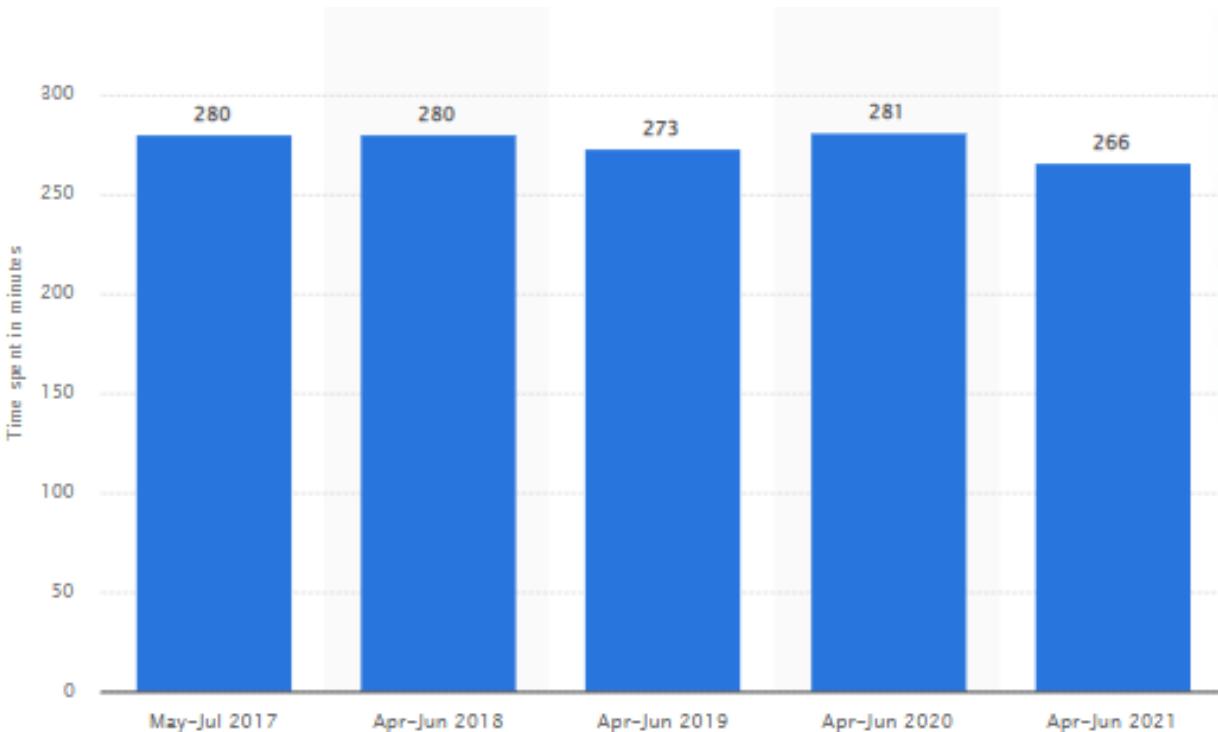


Record TV
3.61 million viewers

Radio

A CONSIDERABLE AMOUNT OF DAY SPENT TUNED IN

Average daily time spent listening to the radio from 2017 to 2021(in minutes)

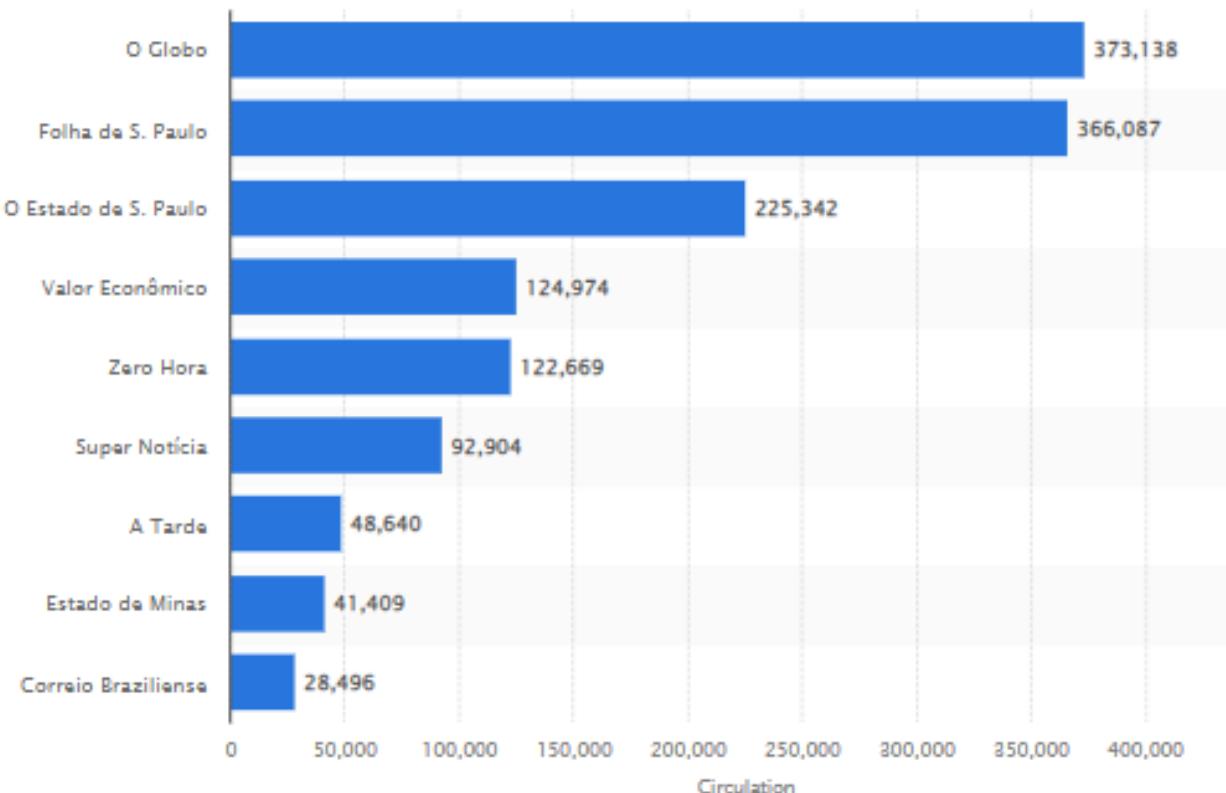


- In the second quarter of 2021, an average radio listener in Brazil spent 4 hours and 26 minutes listening to the radio daily
- In July 2021, there were 8,438 radio stations in Brazil
- In a study conducted from April to June 2021 found that about 9 out of 10 consumers in the metropolitan area of Belo Horizonte listened to the radio daily. In the metropolitan areas of São Paulo and Campinas – both cities in the wealthiest Brazilian state, São Paulo – the radio reach stood at 76 percent, the lowest among the cities surveyed

Print

A VERY TARGETTED REACH

Average paid circulation of selected newspapers in Brazil in December 2021



- With the coming of digital versions, print's popularity has been on a constant decline, but maintains a strong core audience of avid readers, who like to stay well-informed
- Readers are mostly opinion leaders, the well-off and educated, company managers and civil servants

Print

MOST POPULAR TITLES

O Globo Circulation: 323,172



O Globo is the leading daily newspaper in Rio de Janeiro, Brazil, with the highest national circulation on Sundays and in Rio on weekdays. O Globo is the most prominent print publication in the Grupo Globo media conglomerate. Besides the daily news, the publication covers the activities and interests that readers are most passionate about.

O estado de Sao Paulo Circulation: 242,374



"The State of São Paulo" is an influential newspaper published daily and distributed nationally. *O Estado* is widely respected for its thorough coverage of national and international news, its publication of the texts of speeches of important government officials. It is sometimes called the "New York Times of Latin America" because of its grave editorial demeanor.

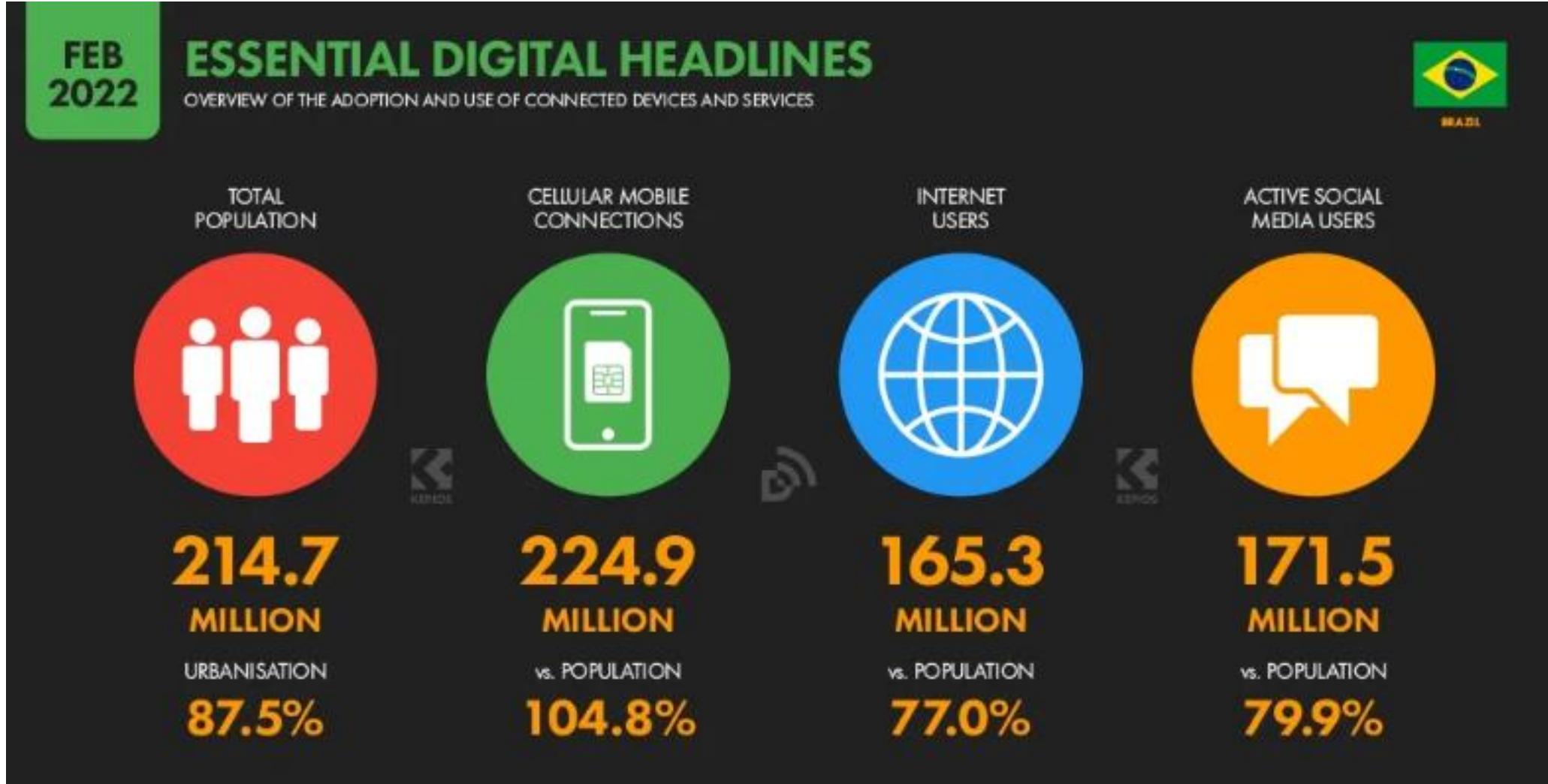
Folha de S. Paulo Circulation: 328,438



Folha de S.Paulo is a daily newspaper published in São Paulo by the Folha da Manha company. The newspaper is the centerpiece for conglomerate Grupo Folha and has the largest circulation in Brazil. It has targeted audiences such as urban middle classes, rural landowners, and the civil society, and political independence has always been one of its editorial cornerstones.

Digital

INTERNET PENETRATION RATE STOOD AT 77% OF THE TOTAL POPULATION AT THE START OF 2022.



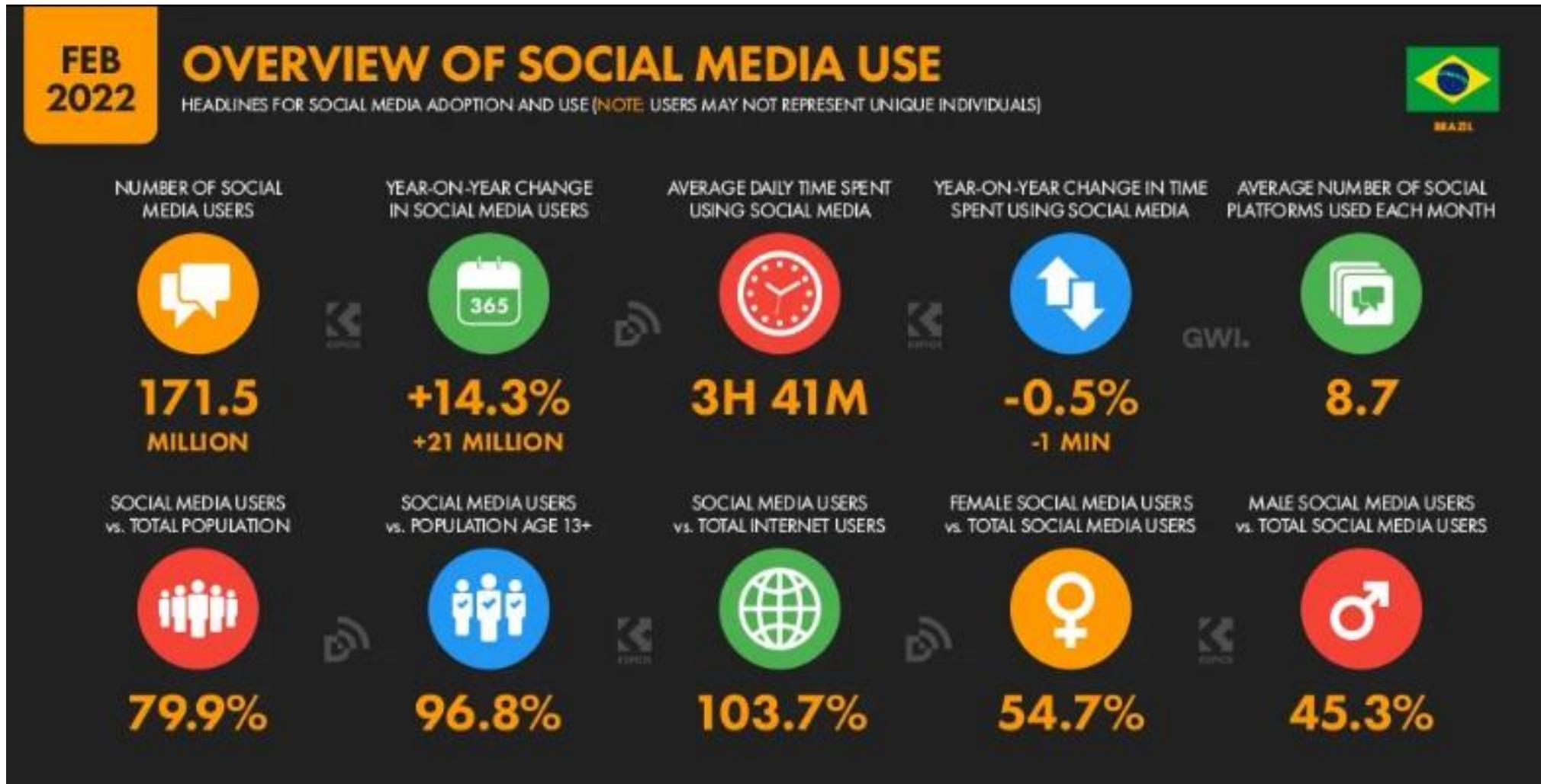
Digital

GLOBO.COM IS THE MOST POPULAR LOCAL WEBSITE

FEB 2022							MOST-VISITED WEBSITES: SIMILARWEB RANKING					BRAZIL			
#		WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT	#		WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	58.7B	64.8%	35.2%	10M 48S	7.86		11	MERCADOLIVRE.COM.BR	3.15B	55.5%	44.5%	6M 52S	8.02	
02	YOUTUBE.COM	19.0B	21.8%	78.2%	22M 14S	11.00		12	LIVE.COM	2.77B	32.3%	67.7%	7M 44S	8.59	
03	FACEBOOK.COM	15.5B	69.5%	30.5%	8M 11S	6.68		13	WIKIPEDIA.ORG	2.03B	67.9%	32.1%	3M 25S	2.48	
04	GLOBO.COM	10.2B	75.3%	24.7%	5M 09S	2.56		14	NETFLIX.COM	1.91B	11.8%	88.2%	9M 34S	4.31	
05	INSTAGRAM.COM	7.28B	68.6%	31.4%	7M 32S	10.88		15	AMERICANAS.COM.BR	1.50B	73.5%	26.5%	3M 24S	4.00	
06	UOL.COM.BR	7.14B	77.6%	22.4%	6M 26S	3.59		16	OLX.COM.BR	1.49B	73.0%	27.0%	8M 35S	9.65	
07	WHATSAPP.COM	5.54B	17.9%	82.1%	3M 59S	1.58		17	BET365.COM	1.47B	74.7%	25.3%	5M 41S	3.61	
08	XVIDEOS.COM	5.35B	95.0%	5.0%	5M 26S	8.38		18	XNXX.COM	1.46B	97.1%	2.9%	2M 56S	9.67	
09	GOOGLE.COM.BR	4.59B	40.8%	59.2%	7M 57S	12.10		19	NOTICIASCONCURSOS.COM.BR	1.40B	99.5%	0.5%	0M 02S	1.29	
10	TWITTER.COM	3.41B	55.9%	44.1%	12M 41S	12.43		20	YAHOO.COM	1.24B	39.7%	60.3%	5M 57S	5.02	

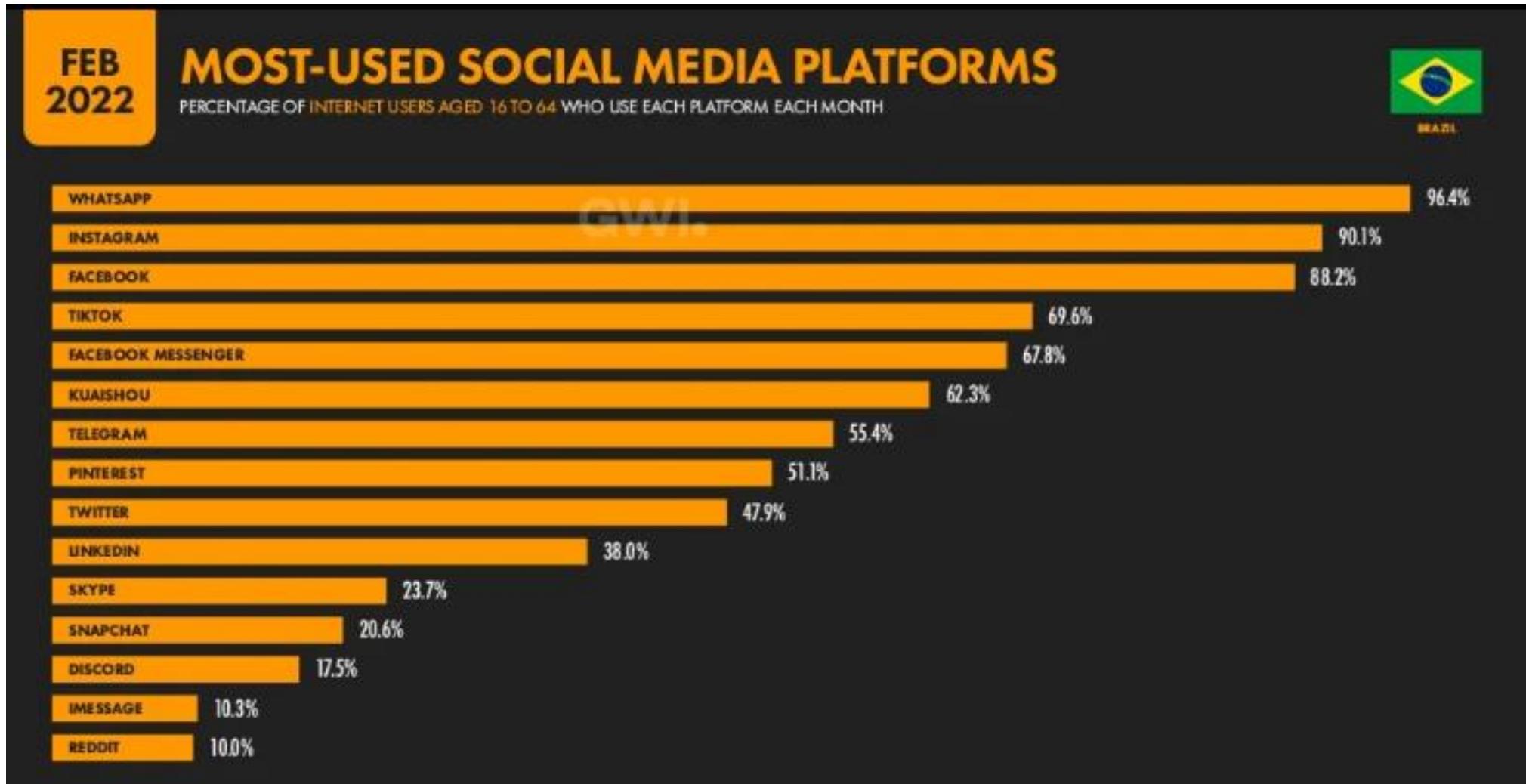
Digital

SOCIAL MEDIA USERS IN BRAZIL INCREASED BY 14.3% BETWEEN 2021 AND 2022.



Digital

WHATSAPP IS THE MOST- USED SOCIAL MEDIA PLATFORM



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KEY SITES IN AFFLUENT NEIGHBOURHOODS AND POPULAR SPACES IN MAJOR CITIES



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